

In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for advertising over a network and broadcast media combination, comprising the steps of:

receiving at a user's computer at a location on the network an audio signal from a broadcast generated by an advertiser, which audio signal has embedded therein unique coded information;

extracting the unique coded information from the audio signal in response to the step of receiving;

connecting, without user intervention, the user's computer to an advertiser's location in response to the step of extracting the unique coded information from the audio signal, and the advertiser's location being correlated to the unique coded information;

in direct response to the step of connecting, causing user profile information of the user to be sent to the advertiser's location over the network;

receiving the user profile information at the advertiser's location; and

generating advertising information to forward to the user based upon the user's profile information being forwarded to the advertiser's location and forwarding this advertising information to the connected user;

wherein broadcast of the audio signal causes both a connection to the advertiser's location on the network and a push of user profile information thereto.

2. (Currently Amended) The method of Claim 1, wherein the step of connecting comprises:

extracting the information from the unique coded information as a unique code;

transmitting the extracted unique code to an intermediate location on the network;

transmitting to the intermediate location from the user's computer a unique user ID associated with the user and which was stored at the user's computer;

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providing a database at the intermediate location having ~~stored therein~~ disposed
threat an associative database associating a plurality of unique codes with routing information on
the network, and also for storing user profile information associated with user ~~[[IDS]]~~ IDs
received thereby;

5 comparing the received unique code with the information stored in the database
D/ and, if a corresponding unique code is stored therein, forwarding both the user profile information
associated with the received user ID and the associated routing information back to the user's
computer; and

10 at the user's computer, utilizing the routing information to interconnect with the
advertiser's location on the network and forwarding to the advertiser's location the user profile
information.

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